

**CONTRACT**

**WOIO**  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

<b>Contract / Revision</b> 840657 /		<b>Alt Order #</b>
<b>Product</b> OH PROTECT YOUR VOTE OHIO OCT25-O		
<b>Contract Dates</b> 10/25/12 - 10/30/12		<b>Estimate #</b> 3082
<b>Advertiser</b> Protect Your Vote Ohio		<b>Original Date / Revision</b> 10/24/12 / 10/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Strategic Media Placement.**  
7669 Stagers Loop  
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/26/12	10/26/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,500.00			
N 2	WOIO	10/30/12	10/30/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$1,500.00			
N 3	WOIO	10/25/12	10/26/12	Action News at 6p	6-630p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$2,500.00			
N 4	WOIO	10/29/12	10/30/12	Action News at 6p	6-630p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$2,500.00			
N 5	WOIO	10/25/12	10/25/12	CBS Evening News	630-7P		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$4,500.00			
N 6	WOIO	10/29/12	10/29/12	CBS Evening News	630-7P		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$4,500.00			
N 7	WOIO	10/28/12	10/28/12	SU Action News at 630p	630-7p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,000.00			
N 8	WOIO	10/25/12	10/26/12	M-F 7-730p	7-730p		:30			NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$4,500.00			
N 9	WOIO	10/29/12	10/30/12	M-F 7-730p	7-730p		:30			NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$4,500.00			
N 10	WOIO	10/25/12	10/25/12	M-F 730-8p	730-8p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$5,000.00			
N 11	WOIO	10/29/12	10/29/12	M-F 730-8p	730-8p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

<u>Contract / Revision</u>	<u>Alt Order #</u>
840657 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/12 - 10/30/12	OH PROTECT YOUR V	3062

<u>Advertiser</u>	<u>Original Date / Revision</u>
Protect Your Vote Ohio	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 M----- 1 \$5,000.00												
N 12	WOIO	10/25/12	10/26/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$3,000.00												
N 13	WOIO	10/29/12	10/30/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 MT----- 2 \$3,000.00												
<b>Totals</b>											19	\$64,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	10	\$33,000.00	\$28,050.00
10/29/12 - 10/30/12	9	\$31,000.00	\$26,350.00
<b>Totals</b>	19	\$64,000.00	\$54,400.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# ISSUE 2

Revision #: 0 Date: 10/23/2012



Client: OH-PROTECT YOUR VOTE 2012 Estimate: 3062  
 Media: TV Description: OH-PROTECT YOUR VOTE OHIO OCT 25-0  
 Product: ISSUE 2 Flight Start Date: 10/25/12 5:00:00 AM  
 Market: Cleveland Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

## Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days							Total Spots
					Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Tue 10/30		
WOIO-TV												
99	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$1,500.00	\$1,275.00	30	0	1	0	0	0	1	2
100	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	EN	\$2,500.00	\$2,125.00	30	1	1	0	0	1	1	4
101	MTuWThF 6:30p-7:00p CBS EVE NWS<	EN	\$4,500.00	\$3,825.00	30	1	0	0	0	1	0	2
102	Su 6:30p-7:00p NEWS	EN	\$2,000.00	\$1,700.00	30	0	0	0	1	0	0	1
103	MTuWThF 7:00p-7:30p WHEEL	PA	\$4,500.00	\$3,825.00	30	1	1	0	0	1	1	4
104	MTuWThF 7:30p-8:00p JEOPARDY	PA	\$5,000.00	\$4,250.00	30	1	0	0	0	1	0	2
105	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$3,000.00	\$2,550.00	30	1	1	0	0	1	1	4
Total Spots:					5	4	0	1	5	4		19
Total Cost:			\$64,000.00	\$54,400.00								
Total												
OCT 12			\$33,000.00	\$28,050.00								10
NOV 12			\$31,000.00	\$26,350.00								9



# ISSUE 2

Revision #: 0      Date: 10/23/2012

**Client:** OH- PROTECT YOUR VOTE 2012      **Estimate:** 3062  
**Media:** TV      **Description:** OH PROTECT YOUR VOTE OHIO OCT 25-0  
**Product:** ISSUE 2      **Flight Start Date:** 10/25/12 5:00:00 AM  
**Market:** Cleveland      **Flight End Date:** 10/30/12 4:59:00 AM

**Separation between spots:** 10

**Revision Comments:**

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots
					Dur	10/25	10/26	10/27	10/28	10/29	10/30	

WOIO-TV

Disclaimer:

Signature: \_\_\_\_\_



# Summary by Station/System

Date: 10/23/2012

Client: OH- PROTECT YOUR VOTE 2012      Estimate: 3062  
Media: TV      Description: OH PROTECT YOUR VOTE OHIO OCT 25-O  
Product: ISSUE 2      Flight Start Date: 10/25/12 5:00:00 AM  
Market: Cleveland      Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	19	\$64,000.00	100%	\$54,400.00	100%
Market Total:	19	\$64,000.00		\$54,400.00	